

**Notice of References Cited**

Application/Control No.

09/437,815

Applicant(s)/Patent Under  
Reexamination  
BEZOS ET AL.

Examiner

Jeffrey D. Carlson

Art Unit

3622

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**U.S. PATENT DOCUMENTS**

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**NON-PATENT DOCUMENTS**

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
	U	"Bid.com launches advertising on its Canadia site", 3/25/1999, PR Newswire, p2223.
	V	"CyberGold to launch membership drive for web ad service", 5/27/1997, PR Newswire.
	W	
	X	

\*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)  
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